

Strategic Media Placement Daphne Hawk/ R/ Franklin County Recorder
 7669 Stagers Loop
 Delaware OH 43015

Submission Number 8842 Issue 1



NBC 4 / WCMH

3165 Olentangy River Road
 Columbus, OH 43202
PHONE (614) 263-4444 FAX (614) 447-9107

Origina

Client: Daphne Hawk/ R/ Franklin County Recorder	Submission Cost: 24300	Campaign Ref: BF512081002
Buyer: ..	Client/Product/Estimate: EST /2505 /SEPT 3	Sales Rep: WCMH Political
Schedule Dates: 09/17/12 to 10/01/12	Weeks:	Order Ref:
Est./PO Number:	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Daphne Hawk/ R/ Franklin County Recorder	Booking Group: WCMH	Key Market: Columbus, OH
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	09/17	09/24	10/01	Total	Cost
1	M-F 6a News MTWTFSS Isolations: W/C 09/17 MTWTF.., W/C 09/24 MTWTF..	06	450	30	Nbr of Spots	3	3		6	270
3	M-F 7a Today Show MTWTFSS Isolations: W/C 09/17 MTWTF.., W/C 09/24 MTWTF.., W/C 10/01 M.....	06	500	30	Nbr of Spots	3	3		6	300
5	M-F 5p News MTWTFSS Isolations: W/C 09/17 MTWTF.., W/C 09/24 MTWTF.., W/C 10/01 M.....	06	600	30	Nbr of Spots	3	3		6	360
7	M-Su 6p News MTWTFSS Isolations: W/C 09/17 MTWTFSS, W/C 09/24 MTWTFSS, W/C 10/01 M.....	06	750	30	Nbr of Spots	3	3		6	450
9	M-Su 11p News MTWTFSS Isolations: W/C 09/17 MTWTFSS, W/C 09/24 MTWTFSS, W/C 10/01 M.....	06	1100	30	Nbr of Spots	3	3		6	660
Weekly Totals: Total Spots(Ord Spots)						19	19		38	

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Ref	Sales Product Details	Rev Type			Rate	Spot Type		09/17	09/24	10/01	Total	Cost
11	M-Su Late News Late Run MTWTFSS Isolations: W/C 09/17S, W/C 09/24S, W/C 10/01	06			500	30	Nbr of Spots	1	1		2	100
						Comme						
12	Sat 6a News MTWTFSS Isolations: W/C 09/17S., W/C 09/24S.	06			350	30	Nbr of Spots	1	1		2	70
						Comme						
14	Sun 8a Today Show MTWTFSS Isolations: W/C 09/17S, W/C 09/24S	06			650	30	Nbr of Spots	1	1		2	130
						Comme						
15	Sun 10a The Spectrum MTWTFSS Isolations: W/C 09/17S, W/C 09/24S	06			450	30	Nbr of Spots	1	1		2	90
						Comme						

Weekly Totals: Total Spots(Ord Spots)								19	19		38
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Grand Totals

		Month 9 Weeks: 5	Month 10 Weeks: 4
Totals		09/17	09/24
Spots	38	19	19
Cost	24300	12150	12150
			0
			0

Grand Totals:

Spots:	38
Gross Total:	24,300.00
Commission:	3,645.00
Net Total:	20,655.00